

From: [Anderson, Neil](#)
To: [McBride, Sharon Y](#); [Ingram, Earl](#)
Cc: [Wasem, Russell](#)
Subject: FW: Questions in Advance
Date: Tuesday, September 10, 2013 8:56:36 AM
Attachments: [2010 IRI Placement Analysis Data send.xls](#)
[Baits & Stns Cost per Place 8-2012.ppt](#)
[2010 Shipment Placement Analysis data send.xls](#)

More from Bell

From: Neil Anderson [mailto:Anderson.Neil@epamail.epa.gov]
Sent: Monday, September 09, 2013 3:02 PM
To: Anderson, Neil
Subject: Fw: Questions in Advance

Neil Anderson
Chief, Risk Management and Implementation Branch 1 (RMIB1)
Pesticide Re-evaluation Division (7508P)
Office of Pesticide Programs
U.S. Environmental Protection Agency
ph: (703)308-8187

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----- Forwarded by Neil Anderson/DC/USEPA/US on 09/09/2013 03:01 PM -----

From: "Todd Butzow" <tbutzow@belllabs.com>
To: Neil Anderson/DC/USEPA/US@EPA
Cc: pmartin@belllabs.com, slevy@belllabs.com
Date: 08/24/2012 12:58 PM
Subject: Re: Questions in Advance

Hello Neil,

Attached please find the following...

1. Detail for the "IRI Mouse vs Rat Item Sales Analysis" including the all items that go into the total, avg retail pricing and avg cost per placement. (Excel file with tabs)
2. Detail for the "Tomcat Shipment Mouse vs Rat Item Sales Analysis" (including the information detailed in item 1) (Excel file with tabs)
3. Latest Market Share Data for rodent bait sales (including both compliant and non-compliant products as well as avg costs per placement). (Powerpoint slide)

Other information is still being compiled and will be forwarded as it is available. If there are other questions that we might assist with or you need any clarifications, please let us know.

Sincerely,
Todd

Todd Butzow
VP Marketing
Bell Laboratories, Inc.
608-241-0202

-----Original Message-----

From: Neil Anderson <Anderson.Neil@epamail.epa.gov>
To: "Todd Butzow" <tbutzow@belllabs.com>, Peter Martin
<pmartin@belllabs.com>
Date: Wed, 22 Aug 2012 16:46:37 -0400
Subject: Questions in Advance

>
> Todd and Peter,
>
> We appreciate your willingness to meet with us tomorrow and further
> discuss some details related to the rodenticide marketplace. Below are
> some questions we have regarding:
>
> How much of your product is sold in hardware stores/big box stores
> since the IRI data didn't cover that segment?
> Do you have data on products by target species, that is, products
> for
> rats separate from products for mice (recognizing that there are
> some
> products for both)? This would be especially true for the cost of
> stations.
> Why do the Walmart, Home Depot, Lowes websites not allow for online
> purchase of Tomcat products?
> Why does the Walmart website not list the prices of Tomcat products?
> The price and market share data that you have provided compares the
> situation for unprotected bait in 2009/2010 to bait in stations in
> 2012. We are interested in contemporary information. Do you have
> price and market share data on unprotected bait (pellets and blocks,
> preferably by type of a.i.) for the same period in 2012?
> Do you have any information on the rodent control preferences of
> those that management properties and rental units?
> What information do you have about how residential consumers used
> pre-RMD products in their homes?
> What % of people with rat problems hire PCOs vs DIY?
>
> We look forward to speaking with you tomorrow. Let me know if you have
> any questions.
>
> Kind Regards,
>
> Neil Anderson
> Chief, Risk Management and Implementation Branch 1 (RMIB1)
> Pesticide Re-evaluation Division (7508P)
> Office of Pesticide Programs
> U.S. Environmental Protection Agency
> ph: (703)308-8187
>
> Visit us on the web at www.epa.gov/pesticides/(*See attached file: 2010 IRI
Placement Analysis Data send.xls*)(*See attached file: 2010 Shipment Placement Analysis data
send.xls*)(*See attached file: Baits & Stns Cost per Place 8-2012.ppt*)